Two-Page Industry Issues Paper

Alison O'Brien

SOM 498: Advanced Business Models

General Instructions

Type of Assignment: Individual Written Assignment

Length: 2 double-spaced pages

Purposes

1. Continue to develop your writing skills
2. Create the second building block toward your final research paper

Instructions

State your prediction of industry growth prospects and identify three key factors that support your prediction. These three factors should be based on concepts discussed in class. The factors should also flow clearly from opportunities and threats identified in your industry outline. Since your final research paper should be based on the factors you identify in this paper, please devote some time now to identifying critical industry factors that will impact growth. Each group should coordinate paper topics so that each group member addresses different factors. The goal is to make sure that all the important aspects of the industry are covered. Consequently, factors in individual papers may overlap but no two papers in a group should have the exact same focus.

Evaluation Criteria

This paper is worth 5 points of your final course grade. The evaluation criteria are as follows:

1. Demonstrate that you have read, understood and applied key concepts from assigned readings and class discussions.
2. Demonstrate that you have clearly and concisely addressed the assigned question.
3. Papers must be well organized. This means you should have a well-defined thesis statement in the introduction and develop the paper accordingly. Paragraphs must have topic sentences. The conclusion should sum up your major points and offer an additional thought or two. A thesis statement communicates your main points and sketches out your logic in the introduction. So, a generic thesis statement for this assignment might look like...

"The X industry has experienced rapid growth that should continue because of three significant trends. First, rising entry barriers are identified using Porter’s five forces model and will likely lead..."
Second, technology trends such as emerging XML-based technology solutions will increase collaboration with suppliers, resulting in the development of value chain partnerships that will reduce costs dramatically. Finally, a third trend impacting X industry is the rapid growth in the under 20 demographic sector, a prime but currently untapped market. Then discuss each point within the body of your paper, include supporting data, finish with your conclusions.

4. Paper is word processed and professional in appearance with proper business tone and style.
5. Paper is free of spelling and grammatical errors. Please use spell-check, proof-readers, writing center, etc.
6. The assignment must be turned in at the beginning of class the day it is due. Also, please attach the grading sheet to the end of your assignment when submitting.
7. The 2-page industry issues paper can be revised for up to one half the lost points. In order for me to grade revisions, you must turn the original assignment and the original grade sheet in with your revisions.

SOM 498
Two-Page Industry Issues Paper Grading Sheet

If you choose to revise your paper for up to ½ of the points you lost, revisions are due one week from date of paper return. Include your revised paper, your original paper and this sheet.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Points (0-1)</th>
<th>Revision</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDERSTANDS AND APPLIES CONCEPTS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstrates application of key concepts from assigned readings and class discussions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANSWERS QUESTION CLEARLY</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Predicts industry growth and identifies 3 factors that support your prediction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ORGANIZATION</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clear thesis statement, topic sentences and clear conclusion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPELLING GRAMMAR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free of spelling errors and typos, grammatical errors</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This material is intended to give ideas for teaching and learning activities.
Posted with permission. Copyright belongs to the creator.
© 2002 Allison O’Brien
CONFORMS TO PAPER STYLE GUIDELINES
Word Processed, professional appearance, proper business tone and style, length, page numbers.

TOTAL POINTS (OUT OF 5)